

REMARKS/ARGUMENTS

Applicant would like to thank the Examiner for the careful consideration given the present application. The application has been carefully reviewed in light of the Office action, and amended as necessary to more clearly and particularly describe the subject matter which applicant regards as the invention.

Claims 1-14 have been amended. New claims 15-17 have been added.

Claims 4-10 and 12-14 are rejected under 35 U.S.C. 101. Claims 4-9 have been amended to be directed towards a system, as claims 4-9 depend from the system of claim 1 or 2. Claim 12 has been amended to be directed towards a device, as claim 12 depends from the device of claim 11. Claim 10 is directed to an arrangement. Claims 13-14 are directed to data storage medium.

Claims 7, 9, and 11 are rejected under 35 U.S.C. 112, first paragraph. Claims 7, 9, and 11 have been amended to remove the term "Super-Daemon".

The Office action states that the claims are generally narrative and indefinite, failing to conform with U.S. practice. Claims 1-14 have been amended to correct grammatical and idiomatic errors and to conform with U.S. practice.

Claims 4-10 and 12-14 are rejected under 35 U.S.C. 112, second paragraph. As mentioned previously for the rejection under 35 U.S.C. 101, claims 4-9 have been amended to be directed towards a system; claim 12 has been amended to be directed towards a device; claim 10 is directed to an arrangement; and claims 13-14 are directed to data storage medium.

Claims 7, 8, and 12 are objected to because of informalities. Claims 7, 8, and 12 have been amended to remove the parenthetical phrases.

Claims 1, 3, and 9 are objected to because of informalities. Claims 1, 3, and 9 have been amended to remove the phrase "resp.".

Claim 14 is objected to because of informalities. Claim 14 has been amended to remove the phrase "and/or".

Claims 1-14 stand rejected under 35 U.S.C. 102(a) as being anticipated by Hartman (EP 0902381

A2). Claims 1, 5, 7, 11 and 12 have been amended to more particularly point out and claim the subject matter which Applicant regards as the invention. For the following reasons, the examiner's rejection is respectfully traversed.

Hartman does not disclose or teach "the visualization unit(s) being configured to carry out the visualization automatically by repeatedly playing back predetermined media elements representing the product information"; "the administration unit(s) being configured to organize and maintain in readiness said media elements and administrative information representing at least one of a sequence in which said media elements are to be displayed and a time at which said media elements are to be displayed"; and "the administration unit(s) being configured to, upon receiving an update enquiry from the visualization unit(s), automatically collect and transmit to the visualization unit(s) at least one of said media elements and said administrative information" as recited in claim 1.

Hartman discloses an internet based sales system in which product information is displayed on a buyer's computer. In Hartman, an order is placed at a buyer's computer and received by a server system. Hartman fails to disclose or teach that the buyer's computer visualizes information automatically by repeatedly playing back predetermined product information. Hartman also fails to disclose or teach that the server system maintains administrative information representing a sequence in which predetermined media elements are to be displayed or a time when the predetermined media elements are to be displayed. Finally, Hartman fails to disclose or teach that upon receiving an update enquiry from the buyer's computer, the server system automatically collects and transmits the predetermined media elements or administrative information. Therefore, Hartman does not disclose or teach all the elements of the claimed invention.

With regards to claim 5, Hartman does not disclose or teach that a "data model contains at least a channel table defining channels, a product programme table defining at least times at which given programmes are to be displayed, and allowing to associate several product programmes with a given channel, an article master table defining a media element, a product programme content table defining at least a sequence of media elements, and allowing to associate several product programme content units

with a given product programme, and allowing to associate several product programme content units with a given article master" as recited in claim 5.

Hartman discloses that the server system includes a client identifier table, a customer database, an order database, and an inventory database. Hartman fails to disclose or teach a channel table defining the channels. Hartman fails to disclose or teach that the inventory database includes a product programme table defining at least times at which given programmes are to be displayed, and allowing to associate several product programmes with a given channel. Hartman also fails to disclose or teach that the inventory database includes a product programme content table defining at least a sequence of media elements. Therefore, Hartman does not disclose or suggest all the elements of the claimed invention.

With regards to claim 7, Hartman does not disclose or teach that "the visualization unit(s) are configured to operate automatically by means of asynchronous execution of separate program files, said program files defining Daemons for creating the update enquiry and the handling of the media elements and the administration information" as recited in claim 7. Hartman does not disclose or teach that the buyer's computer asynchronously executes separate program files for creating an update enquiry and handling of media elements and administration information. Thus, Hartman does not disclose or suggest all the elements of the claimed invention.

With regards to claim 11, Hartman does not disclose or teach that a "terminal computer is configured to asynchronously execute a plurality of separate program files, said program files defining Daemons for creating an update enquiry and sending an update enquiry, for receiving, according to results of the update enquiry, at least one of media elements and administration information, and for processing media elements according to the administration information" as recited in claim 11. As mentioned previously for claim 7, Hartman does not disclose or teach that the buyer's computer asynchronously executes separate program files for creating an update enquiry and handling of media elements and administration information. Therefore, Hartman does not disclose or suggest all the elements of the claimed invention.

Appl. No. 09/804,334
Amdt. Dated December 8, 2004
Reply to Office action of August 16, 2004

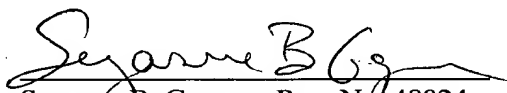
In light of the foregoing, it is respectfully submitted that the present application is in a condition for allowance and notice to that effect is hereby requested. If it is determined that the application is not in a condition for allowance, the Examiner is invited to initiate a telephone interview with the undersigned attorney to expedite prosecution of the present application.

If there are any additional fees resulting from this communication, please charge same to our Deposit Account No. 16-0820, our Order No. 33389.

Respectfully submitted,

PEARNE & GORDON LLP

By:


Suzanne B. Gagnon, Reg. No. 48924

1801 East 9th Street
Suite 1200
Cleveland, Ohio 44114-3108
(216) 579-1700

Date: December 8, 2004